

## 2014 VERSAILLES STRATEGIC PLAN PUBLIC MEETING AUGUST 25, 2014

### Realities

- Several plans/studies on the table
- Branding effort in motion – Uniquely Woodford
- Public is focused on Wal-Mart and merger
- How do we pay attention to Versailles?



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## WHAT IS VERSAILLES' PART OF THE BIGGER PICTURE?

Authenticity – in terms of Uniquely Woodford



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## 7 PRESCRIPTIONS THAT LEAD TO JOB CREATION

- Connect
- Attract
- Include
- Enhance
- Empower
- Re-imagine
- Educate



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# CONNECT

- Physical Connections
  - Local trail links between parks
  - Link neighborhoods to downtown – Wayfinding
    - Complete Streets
    - ID Key Streets
- Regional Trail Links
  - UK Landscape Architect Study – “Beyond the Legacy Study”
  - Link to Midway
  - Link to Georgetown and then to the Legacy Trail
- “Backyard Harvest” type organization to Local Farmers Market
- Partners
  - Woodford County and Midway
  - Regionally for marketing, preservation and environmental issues




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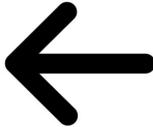
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## Versailles Wayfinding System



Wayfinding helps people navigate the community's key sights and locations

Wayfinding can also serve as an effective branding agent for both visitors and residents alike




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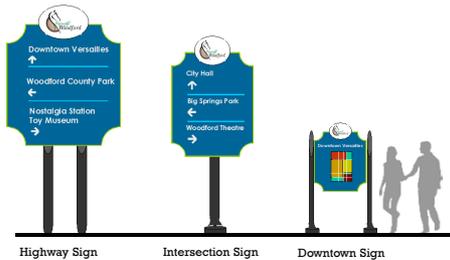
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## Versailles Wayfinding System



Highway Sign

Intersection Sign

Downtown Sign




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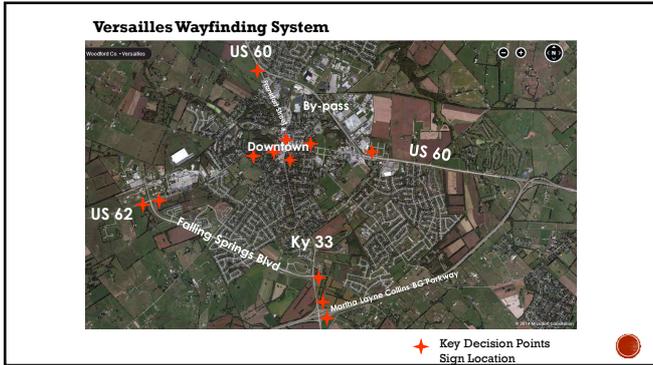
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## ATTRACT

- Food, Music and Bourbon Tourism Strategy
- Recruit value-added agriculture business
- KCTC campus – Trade and certificate program built around "Food, Music and Bourbon" as trade and certificate programs
- Chefs, musicians, artists
- Downtown developers






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## ENHANCE

- Beautification
  - City gateways
  - US 60 corridor
  - Downtown
- Infrastructure
- Create a Market and Music Barn
- Address housing needs
  - KY Housing Rehab Grants
  - Increase home ownership rate by providing affordable housing
  - Mixed use development in downtown
  - Layered/tiered approach with KY Housing and Federal Home Loan Bank
- Community Gardens – Are they needed?
  - Appropriate space
  - Connect produce to local restaurants and farmer's market

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# VERSAILLES MARKET AND MUSIC BARN



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# INCLUDE



- Youth and minorities in planning and action – performances at Lexington Dinner Train turn around, for example or the Market and Music Barn
- Address affordable housing – vacant lots, infill, upper-floor development in downtown, rehab of existing structures
- Range of housing – especially in the downtown Low income residents with jobs – Versailles needs a one-stop assistance office
- Adopt specific strategies to address city's poverty rate (Versailles – 21.5%; Woodford Co. – 12.2%; KY – 18.6% - [www.census.gov](http://www.census.gov) )
- Evaluate job training programs for low income residents – skills/trades



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# EMPOWER

- Youth and minorities in identifying community needs
- Local entrepreneurs – gap analysis – some information contained in Mayor's Task Force Report – more study needed
- Artists consortium
- Focus intensely on the local artists and craftspeople already in city – incubate into something more effective – master classes, identify new talent
- Develop a business incubator, micro-industry and spinoff companies – critical mass exists – has not been unlocked yet
- Make it easier to do business in the city
- Create/Leverage a Community Foundation



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## RE-IMAGINE

- Growing a locally based economy
- Downtown as an entertainment district
- Strip malls as incubators, education and entertainment spaces
- City limits – enlarging the cities borders – need a cost benefit study
- Local lodging – build on the B&Bs in place – local inn, possibly
- Versailles as a trail hub home base for bike/car tour of wineries, farms and distilleries



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Palisades steps are an inspiration from KY river



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Make Big Springs Park a part of downtown



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Make Big Springs Park a part of downtown



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# EDUCATE



- Forge a partnership between the city and KCTCS.
- Implement the vision of economic development
- Base it on adding value to local products
- Invest in local people
- Chart Versailles's own course



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KCTC Versailles Campus



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### WALLA WALLA CASE STUDY




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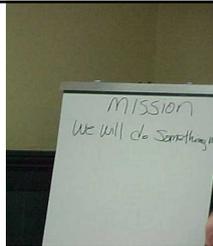
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### DETAILS

- Prioritize - early success is needed
- Needs a lead agency/person - if everyone is responsible, nobody is accountable
- Extreme communication upgrade among local government and civic organizations
- Focus upon "what can be agreed upon." Energy depletion and battle fatigue prevent success.
- Pick one. Do one. Then, expand. "We will do something!"




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### FUNDING

- Multiple funding partners exist
  - Local funds - public and private
  - Community Foundation
  - Playful City - KaBoom!
  - KY Arts Council/NEA
  - US Department of Commerce - Planning/studies for specific sectors
  - KY Housing/FHLB of Cincinnati - affordable housing
  - Community Development Block Grant - Infrastructure, community facilities
  - Department for Local Government Recreational Trails Grants
  - Kentucky Tourism Cabinet - Adventure Tourism/Trail Town Kentucky
  - Folk and Traditional Arts Grant Program
  - KY Cabinet for Economic Development - Incubators, seed funding, micro-industry, small business incentives
  - PlaceMatters




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**Q&A/COMMENTS**



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